



COMPETITIVE MAP

Use this worksheet to understand what options people have today to choose from, and help you determine where there's space for your venture to deliver something new and better.

1

In the rectangles below, list products and services that people are currently using to meet their needs.

First, think about direct competitors (other brands / businesses in your industry). Then list indirect competitors that may fall outside your obvious set of direct competitors. When you're done, cut them out so you can move them around.



2	Think about ways you could categorize or map the competitors to find the vertical and horizontal axes.	Experiment with different attributes and put opposites on the ends of the axes (Ex: high and low price, high-touch vs. self-service, accessible vs. private, individual customers vs. corporate customers)
3	Plot cards and look for relationships and patterns.	Notice which quadrants are the busiest or the most sparsely populated. White spaces could mean new opportunities for your venture, unless there are other reasons that make that space or quadrant less attractive for your business.

